

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for delivering interactive non-intrusive advertising content, the method comprising:

receiving a selection signal indicating that a user has selected an item displayed on a television screen, the item included in the television program being displayed, wherein the item has associated non-intrusive interactive advertising content;

responsive to receiving the selection signal, identifying the selected item; and

displaying the associated non-intrusive interactive advertising content.
2. (Original) The method of claim 1 further comprising receiving and storing advertising data that associates the selected item with a screen region and with interactive advertising content.
3. (Original) The method of claim 2 wherein receiving the advertising data comprises receiving the advertising data encoded in a video signal that includes a video image of the item.
4. (Original) The method of claim 2 wherein the advertising data is encoded in a digital data stream separate from a video signal and receiving the advertising data comprises receiving the data stream through a digital network.

5. (Original) The method of claim 2 wherein the advertising data includes instructions for control of the display of interactive non-intrusive advertising content for the item.
6. (Original) The method of claim 1 further comprising:

receiving one or more designation signals, wherein each designation signal represents an instruction to designate an item having associated non-intrusive interactive advertising content;

responsive to receiving each designation signal, designating singly, as a currently designated item, each of a multiplicity of items having associated non-intrusive interactive advertising content;

wherein identifying the selected item comprises identifying as the selected item the currently designated item.
7. (Original) The method of claim 6 wherein designating singly each of a multiplicity of items further comprises logically designating an item and visually designating an item.
8. (Original) The method of claim 7 wherein logically designating an item comprises setting a designation data element in advertising data for the item.
9. (Original) The method of claim 7 wherein visually designating an item comprises displaying descriptive text for the item.
10. (Currently Amended) The method of claim ~~4~~7 wherein visually designating an item comprises changing a video display of the item.
11. (Original) The method of claim 1 further comprising tracking a cursor position on

the television screen, wherein identifying the selected item comprises identifying the selected item in dependence upon the cursor position when the selection signal is received.

12. (Currently Amended) The method of claim 1 ~~further~~ wherein identifying the selected item in dependence upon the cursor position further comprises determining whether the cursor position is within a screen region associated with the item.
13. (Original) The method of claim 1 wherein the interactive advertising content comprises a web page describing the item and offering an on-line sale of the item.
14. (Original) The method of claim 1 wherein displaying the associated non-intrusive interactive advertising content comprises downloading a web page from a remote web site identified in a link associated with the selected item.

Claims 15-42. (Cancelled)